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***Sky's the Limit*: up and away with a new homepage**

Together with the Media College, Kool Savas is looking for talented emerging directors – the website is now online.

MUNICH. The time has come: “Do your thing with Kool Savas!” The rapper has written a song exclusively for the Media College of the German Children and Youth Foundation (DKJS) and Telefónica O₂ Germany, and is now looking for up-and-coming talents with ideas for a music video. Starting immediately, submissions can be uploaded to the www.o2thinkbig.de website. The Media College is part of the European-wide social action initiative “Think Big” from O₂, promoting the media competence of young people.

Sky's the Limit – this is the title of the new song by Kool Savas. Under this motto, young people between the ages of 16 and 21 are encouraged to give their technical talent and creativity free reign, and come up with a music video for the track. The www.o2thinkbig.de website serves as a public platform on which young applicants can submit their concepts for the video clip.

Participants can submit their creative concepts with the help of a storyboard, for which Europe's leading microstock supplier Fotolia.com has provided several million photos. Altogether, the Fotolia database encompasses over nine million licence-free images and videos. Young people can embellish their video ideas with stage directions and effects. What's more, participants also have the opportunity of realising their vision with personal photos, video clips and texts. The finished entries can be seen by all visitors to the portal and also on YouTube (<http://www.youtube.com/user/o2deofficial>).

In the autumn, the creators of the 80 best entries will be given the opportunity to participate in the Media College Workshops. There, together with Kool Savas and media experts, they will turn their ideas into professional music videos. The final clip will be used as the official video for the Kool Savas track.

The objectives of the initiative are to train young people in the creative use of new media, develop their social skills and show them possible paths to a successful professional future.

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Think Big is a corporate responsibility programme from O₂ with a special focus on supporting young people in the O₂ markets. The motto is: "We believe in young people". Think Big was developed in partnership with Fundación Telefónica, which brought its longstanding expertise in supporting children and youth work. Fundación Telefónica was founded in Spain in 1998 with the goal of creating long-term structures for social and cultural projects run by all the companies of the Telefónica Group, which includes O₂. Many O₂ employees have already participated in the Fundación Telefónica's Proniño Programme, which supports the education of more than 163,000 children in South America.

Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe, and is part of the Spanish telecommunications group Telefónica S.A. The company offers post and prepaid mobile communications products to its individual and business clients in Germany, as well as innovative mobile data services based on GPRS and UMTS technologies. As an integrated communications supplier, the company also provides DSL fixed-network telephony and high-speed Internet. Telefónica Europe has 54 million mobile and fixed-network customers in Britain, Ireland, the Czech Republic, Slovakia and Germany.

Deutsche Kinder- und Jugendstiftung (DKJS – German Children and Youth Foundation) is committed to helping young people in Germany grow up well while experiencing and learning a democratic culture of personal interaction. The organisation strengthens children in what they can accomplish and what moves them. It encourages young people to shape their own destiny in society and courageously take life into their own hands. In order to provide support, the foundation requires many committed peers. Therefore, the DKJS involves parents, adult chaperones and institutions in its programmes, while initiating reform processes: in kindergartens and schools, during the transition to professional life, and in family or local youth policy.

Press contacts:

Telefónica O₂ Germany GmbH & Co. OHG
Press Department
Kerstin Gulden, Press Officer
Georg-Brauchle-Ring 23–25
80992 Munich
t +49 (0)89 2442-1212
f +49 (0)89 2442-1209
e kerstin.gulden@o2.com
<http://www.o2.de/presse>

Deutsche Kinder- und Jugendstiftung gemeinnützige GmbH
Programme Communication
Claudia Erdmann
Tempelhofer Ufer 11
10963 Berlin
t +49 (0)30 257676-79
f +49 (0)30 257676-10
e claudia.erdmann@dkjs.de
<http://www.dkjs.de>

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